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Blink Charging Names Jenifer Yokley Sr. Vice President of Global Marketing

Appointment Bolsters Blink Charging's Market Leadership and Innovation

Miami Beach, Fla., Aug. 10, 2023 (GLOBE NEWSWIRE) --[Blink Charging Co.](#) (NASDAQ: BLNK) ("Blink" or the "Company"), a leading global manufacturer, owner, operator and provider of electric vehicle (EV) charging equipment and services, today announced the appointment of Jenifer Yokley as Sr. Vice President of Global Marketing. With over two decades of experience in leading top performing teams and driving demand through innovative marketing strategies, Yokley is poised to play a crucial role in guiding Blink's marketing efforts during this period of tremendous growth and opportunity within the EV industry.

"Jenifer joins Blink at a very exciting time as the company expands its reach and grows its brand around the world. She is exactly who we need to guide our marketing efforts and continue to bring Blink to the next level our customers and clients expect," said Brendan Jones, President and Chief Executive Officer of Blink Charging. "I believe Jenifer will bring a unique and fresh perspective to Blink, advancing our mission globally."

In her position, Yokley will collaborate with Blink's executive team to provide overall vision and strategic leadership to all global marketing efforts and needs. She will help to realize Blink's goals by leveraging the strength of Blink's longevity in the market and its ability to develop products and services that meet the needs of businesses and drivers. Yokley will also focus on reinforcing Blink's position as an industry leader, ensuring the company capitalizes on its substantial growth by creating, implementing, and maintaining a clear, coordinated, and unique brand strategy aimed at both internal and external stakeholders.

"Blink has been a leading powerhouse in the EV charging industry. We are in a unique position in its transformation and I look forward to showcasing our best-in-class products and services," said Yokley. "I believe in Blink's ability to continue to lead in the EV space and am excited to share the mission, and creatively tell our story to bring our "best-in-class" EV charging solutions to life."

Prior to joining Blink, Jenifer served as Sr. Vice President of Marketing at a property technology provider, Allbridge, where she led marketing efforts with a strong focus on demonstrating a robust marketing return on investment. Previous experience includes being the head of global marketing for Trilliant Networks, Blue Cross and Blue Shield of North Carolina and Schneider Electric. Yokley holds a bachelor's degree in communications, from East Carolina University.

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About Blink Charging

Blink Charging Co. (Nasdaq: BLNK), a global leader in electric vehicle (EV) charging equipment, has contracted, sold, or deployed nearly 73,000 charging ports worldwide, many of which are networked EV charging stations, enabling EV drivers to easily charge at any of Blink's charging locations. Blink's principal line of products and services includes the Blink EV charging network ("Blink Network"), EV charging equipment, EV charging services, and the products and services of recent acquisitions, including SemaConnect, Blue Corner, BlueLA and Envoy. The Blink Network uses proprietary, cloud-based software that operates, maintains, and tracks the EV charging stations connected to the network and the associated charging data. With global EV purchases forecasted to half of passenger cars sold in the US by 2030, Blink has established key strategic partnerships for rolling out adoption across numerous location types, including parking facilities, multifamily residences and condos, workplace locations, health care/medical facilities, schools and universities, airports, auto dealers, hotels, mixed-use municipal locations, parks and recreation areas, religious institutions, restaurants, retailers, stadiums, supermarkets, and transportation hubs.

For more information, please visit <https://www.blinkcharging.com/>.

Forward-Looking Statements

This press release contains forward-looking statements as defined within Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. These forward-looking statements, and terms such as "anticipate," "expect," "intend," "may," "will," "should" or other comparable terms, involve risks and uncertainties because they relate to events and depend on circumstances that will occur in the future. Those statements include statements regarding the intent, belief or current expectations of Blink Charging and members of its management, as well as the assumptions on which such statements are based. Prospective investors are cautioned that any such forward-looking statements are not guarantees of future performance and involve risks and uncertainties, including those described in Blink Charging's periodic reports filed with the SEC, and that actual results may differ materially from those contemplated by such forward-looking statements. Except as required by federal securities law, Blink Charging undertakes no obligation to update or revise forward-looking statements to reflect changed conditions.

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